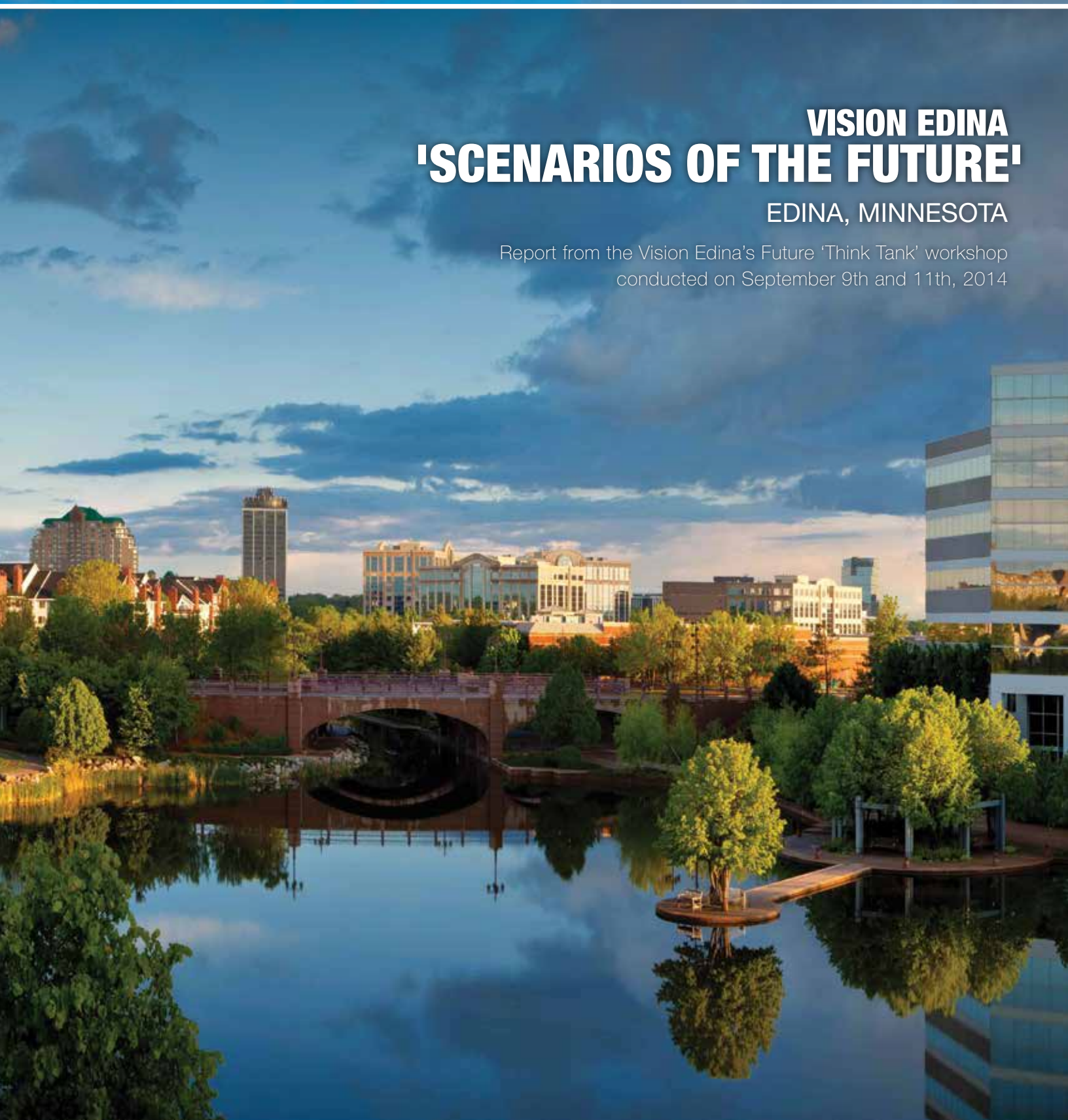


# VISION EDINA 'SCENARIOS OF THE FUTURE'

EDINA, MINNESOTA

Report from the Vision Edina's Future 'Think Tank' workshop  
conducted on September 9th and 11th, 2014



# SCENARIOS OF THE FUTURE

## VISION EDINA

EDINA, MINNESOTA

Report from the Vision Edina 'Think Tank' workshop conducted on  
September 9th and 11th, 2014.

PREPARED BY:



VISION  
EDINA

HOSTED BY:

The City of Edina



# TABLE OF CONTENTS

<b>1. Introduction .....</b>	<b>5</b>
1.1 Vision Edina Initiative .....	5
1.2 Future iQ Partners .....	5
1.3 Future ‘Think Tank’ Workshop .....	5
<b>2. City of Edina – Community Profile .....</b>	<b>6</b>
2.1 Population .....	6
2.2 Edina’s Residents in Brief .....	6
2.3 Education .....	7
2.4 Income and Employment .....	7
2.5 Quality of Life and Public Amenities .....	8
<b>3. Pre-workshop Surveys.....</b>	<b>9</b>
<b>4. Setting the stage – Scenario Planning .....</b>	<b>16</b>
4.1 Scenario Planning Process.....	16
4.2 Why Scenario Planning? .....	16
4.3 Developing Four Plausible Scenarios for the Future .....	18
4.4 Drivers shaping the future .....	18
4.5 Identifying scenario shaping clusters of drivers.....	19
4.6 Creating scenario spaces – four plausible scenarios for the future .....	20
4.7 Creating narratives for each scenario quadrant .....	21
<b>5. Detailed descriptions of the scenarios .....</b>	<b>23</b>
5.1 Scenario A – Reinventing Tradition – 2030.....	23
5.1.1 Scenario A – Reinventing Tradition - Scenario Characteristics .....	24
5.1.1 Scenario A – Reinventing Tradition - Headline News from the Future .....	25
5.2 Scenario B – Nodes and Modes - 2030.....	26
5.2.1 Scenario B – Nodes and Modes - Scenario Characteristics.....	27
5.2.2 Scenario B – Nodes and Modes - Headline News from the Future .....	28
5.3 Scenario C – Complete and Connected - 2030 .....	29
5.3.1 Scenario C – Complete and Connected - Scenario Characteristics .....	29
5.3.2 Scenario C – Complete and Connected - Headline News from the Future .....	31
5.4 Scenario D – Edina Today Extended- 2030.....	32
5.4.1 Scenario D – Edina Today Extended - Scenario Characteristics .....	32
5.4.2 Scenario D – Edina Today Extended - Headline News from the Future .....	34
<b>6. Next Steps in the Vision Edina process .....</b>	<b>35</b>
<b>7. For more information.....</b>	<b>36</b>



## 1. INTRODUCTION

The scenario planning work presented in this report was conducted in order to ascertain the local population's views of the future of their City.

### 1.1 VISION EDINA INITIATIVE

The Vision Edina initiative aims to define a shared vision for the City of Edina. This initiative is an ambitious and innovative community visioning and engagement process, set within the context of a major North American metropolitan city.

The Vision Edina initiative, being hosted by the City of Edina, is a broad-based and inclusive community visioning process. Vision Edina is part of the overall community process to update the long-term (20 or more years) vision for the City of Edina. Vision Edina will also serve as an important foundation for other strategic efforts, such as the City's Comprehensive Plan and Capital Improvement Plans.

From a strategic planning perspective, Vision Edina will examine the challenges and opportunities that have been identified as having the highest priority within the community. The initiative will examine future trends in cities across North America and the world, and how generational values are changing. This will be linked to local aspirations, values and desires for the future. This will enable a clear understanding of what people might be looking for in Edina in 2030 and beyond. Vision Edina is an opportunity for all residents to have a say, and contribute to creating the shared future vision.

The Vision Edina initiative will work with local residents, organization and businesses to explore:

- What is unique and important about living in Edina?
- Where is there opportunity or need to evolve or change?
- How can we continue to progress in order to keep the City relevant, attractive and progressive?

This important planning process runs from September 2014 to January 2015, and aims to gather significant community input.





## 1.2 FUTURE IQ PARTNERS

The City of Edina has partnered with Future iQ Partners ([www.future-iq.com](http://www.future-iq.com)), an international consultancy company, to design a robust, innovative and far-reaching process. Extensive community engagement and input will be obtained, in order to ascertain the what, where and how this community will reach its full potential.

The key role being played by Future iQ Partners includes:

- Conducting unique background research on urban and city trends, and demographic profiles.
- Benchmarking Edina against similar high-end inner ring city locations in successful large North American cities.
- Designing and facilitating the Vision Edina 'Think Tank' process, to explore a range of plausible futures.
- Designing and conducting extensive community engagement session and workshops.
- Undertaking detailed data analysis of survey results and citizen input, to define a shared vision and preliminary action plan.

This initiative has the potential to establish an innovative and original framework for inner-ring suburban city planning processes. Vision Edina has been flagged as an important 2014 priority by the City Council.

## 1.3 FUTURE 'THINK TANK' WORKSHOP

The first step in the Vision Edina Initiative has been to conduct the future 'Think Tank' workshop, which developed a range of plausible future scenarios for the City. The Scenario Planning process, as outlined in this report, provides a 'vehicle' to be used in the process of building a shared vision for the future of the City of Edina. In addition, the deliberations can assist in identifying key actions and can identify how various stakeholders might best contribute to future developments.

Approximately 110 key stakeholders attended the 'Think Tank' workshop, held over two evenings on September 9 and 11, 2014. The participants who were invited to attend the workshop represented a cross-section of organizations, interest groups and neighborhood perspectives.



## 2. CITY OF EDINA – COMMUNITY PROFILE

### 2.1 POPULATION

The City of Edina, Minnesota is located in southwestern Hennepin County and is part of the Minneapolis – St. Paul Metropolitan Statistical Area. The Twin Cities City is home to more than 3.4 million residents and is the sixteenth largest metropolitan area in the United States. Edina's population of 49,376 in 2013 represents a community that is a vibrant, inner ring suburb in a growing metropolitan city. The City's population has increased by nearly 2,000 residents since 2000, with much of that growth occurring in the last three years.

The City of Edina has grown from an agrarian center in the nineteenth century to a vibrant suburban community, benefiting from its proximity to Minneapolis and the broader economic and social trends that shaped much of post-World War II America. It has further developed to boast a vibrant and diverse economy along with significant civic investments. The high standard of living enjoyed by many of the community's residents is both a source of pride, as well as an asset that attracts both young families and mature residents.

### 2.2 EDINA'S RESIDENTS IN BRIEF

<b>Population</b>	49,376	<b>Population under age 18</b>	18.2%
<b>Population Growth (since 2000)</b>	4.40%	<b>Population over age 65</b>	20.3%
<b>Median Age</b>	44.7 Years	<b>Population with a Bachelor's Degree or Higher</b>	82.3%
<b>Male</b>	47.6%	<b>Home Ownership Rate</b>	73.5%
<b>Female</b>	52.4%	<b>Median Home Value</b>	\$390,000

*Note: For additional information, refer to Community Profile and Benchmark Analysis report prepared by Future iQ Partners.*



## 2.3 EDUCATION

Edina prides itself in supporting a nationally-renowned public school district. Edina Public School (EPS) routinely boasts high levels of achievement among its 8,300 students. The District ranks in the top three districts on all state standard assessments, and high school students receive an average score of 26.3 on the ACT exam. The number of students that are considered “college ready” is nearly twice the state average. Edina High School routinely ranks among top public high schools in the Midwest and nationally. The district has been cited by the U.S. Department of Education and a number of major national publications for its general excellence and enjoys a high level of support among the residents.

Access to high-quality education is frequently cited as one of the principal factors affecting home buying decisions in American cities. The community places a high value on lifelong learning, as more than 82 percent of residents hold at least a bachelor’s degree – a rate more than three times the national average. This provides the talent base for many of the City’s large employers. A high degree of education also translates to greater wealth in the community.

## 2.4 INCOME AND EMPLOYMENT

Edina’s median household income is \$84,251, which is nearly 60 percent percent above the national average, yet is only near the median when compared to other suburbs in the Minneapolis-St. Paul City. What distinguishes the City of Edina from its neighbors, however, is its close proximity to the central business district of downtown Minneapolis. The community compares favorably against other inner-ring suburbs in the City.

Forty-three percent of Edina’s households earn more than \$100,000 annually. Also of note is the fact that 42 percent of the community’s households are single-worker households, a percentage that is well above both the national average. The mean income in these households is also 90 percent higher than the cohort average at more than \$330,000.





## 2.5 QUALITY OF LIFE AND PUBLIC AMENITIES

Edina's residents enjoy a number of public amenities. The City maintains forty public parks and 1,550 acres of public space, expanding the community's "backyard" and a sense of connectedness. The amount of public space per capita also compares favorably to the other inner-ring suburbs. The community's quality of life is further enhanced by an active arts community, and support for public art. The community has recently embraced the importance of walkability through its Living Streets campaign. Each of these qualities, coupled with a vibrant commercial and retail corridor further enhance the attractiveness and competitiveness of the community.

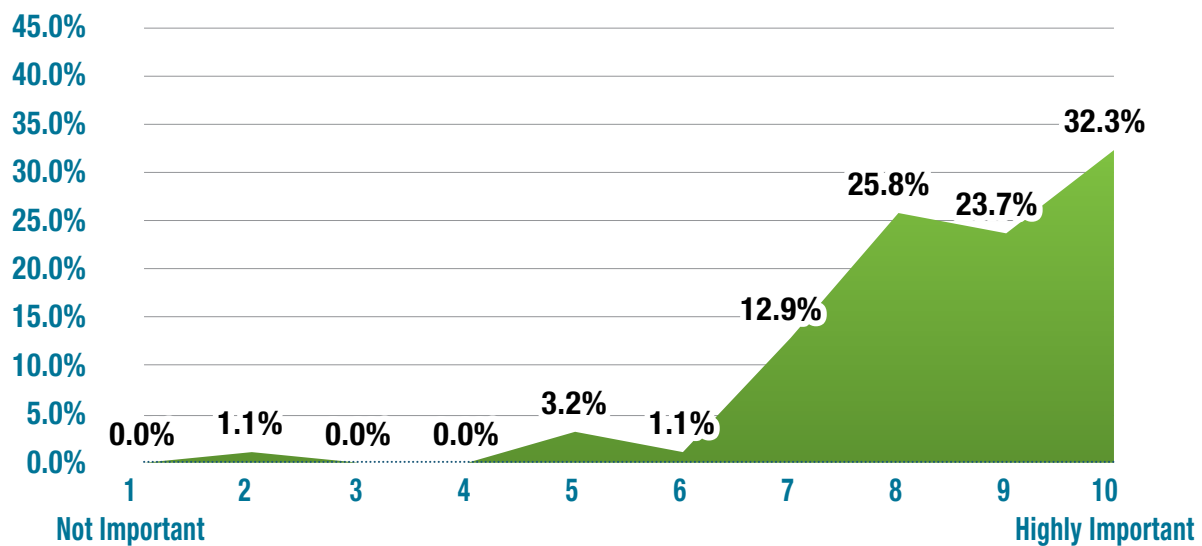




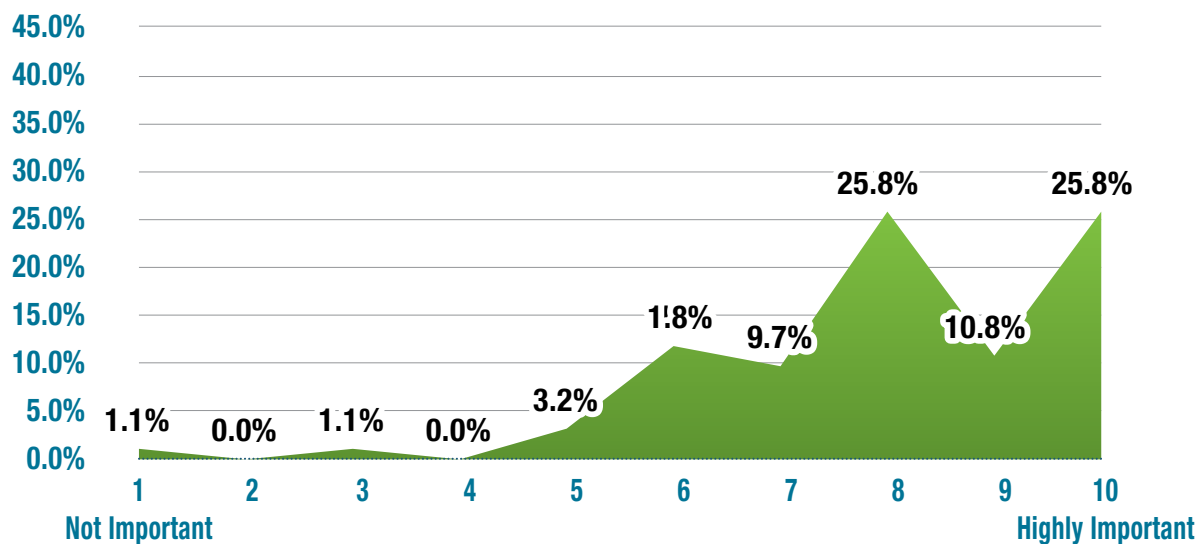
### 3. PRE-WORKSHOP SURVEYS

Prior to the Vision Edina 'Think Tank' workshop, surveys were conducted. In total, 95 responses were received.

#### HOW IMPORTANT DO YOU THINK IT IS TO HAVE A SHARED VISION FOR THE FUTURE OF EDINA?

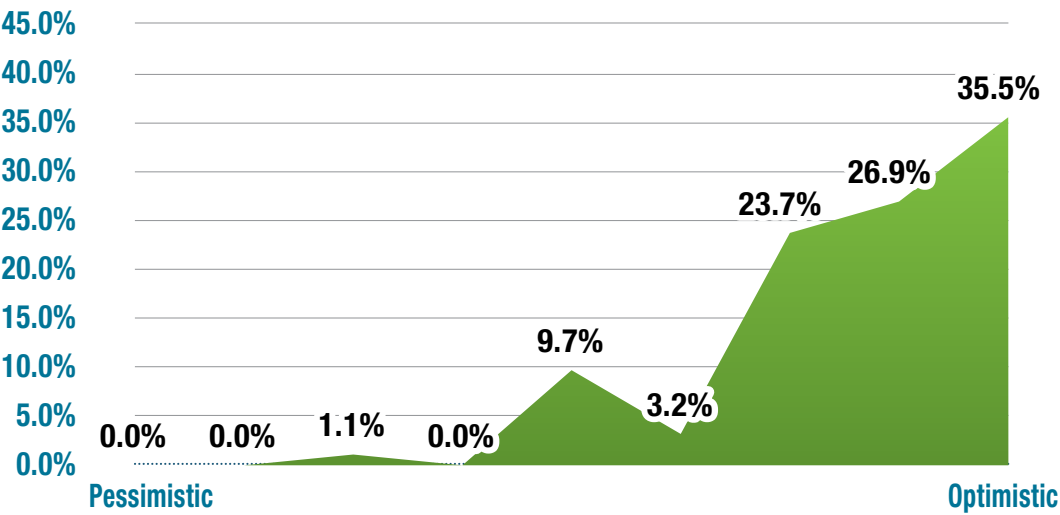


#### HOW IMPORTANT WILL A SHARED VISION FOR EDINA BE IN MAKING DECISIONS FOR YOUR ORGANIZATION?

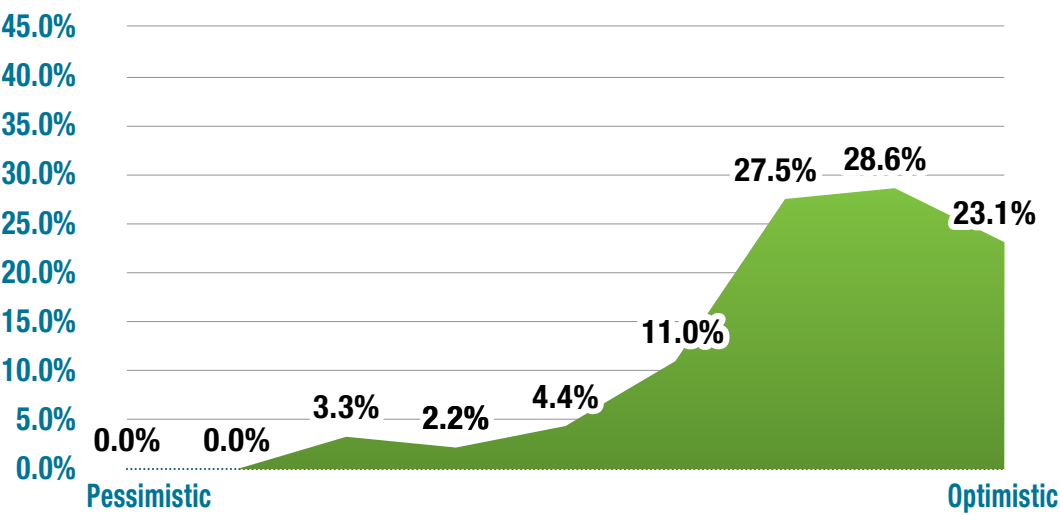




HOW DO YOU FEEL ABOUT THE FUTURE PROSPECTS  
FOR EDINA IN THE NEXT 5 YEARS?

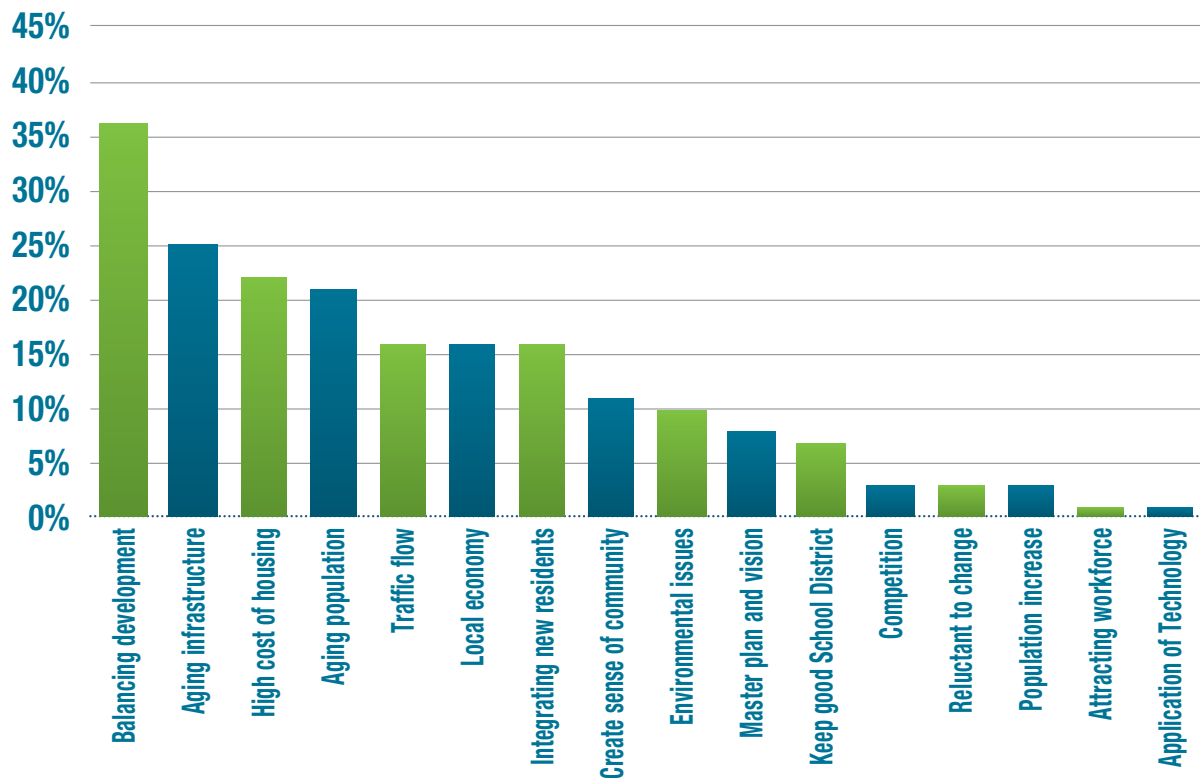


HOW DO YOU FEEL ABOUT THE FUTURE PROSPECTS  
FOR EDINA IN THE NEXT 15 – 20 YEARS?





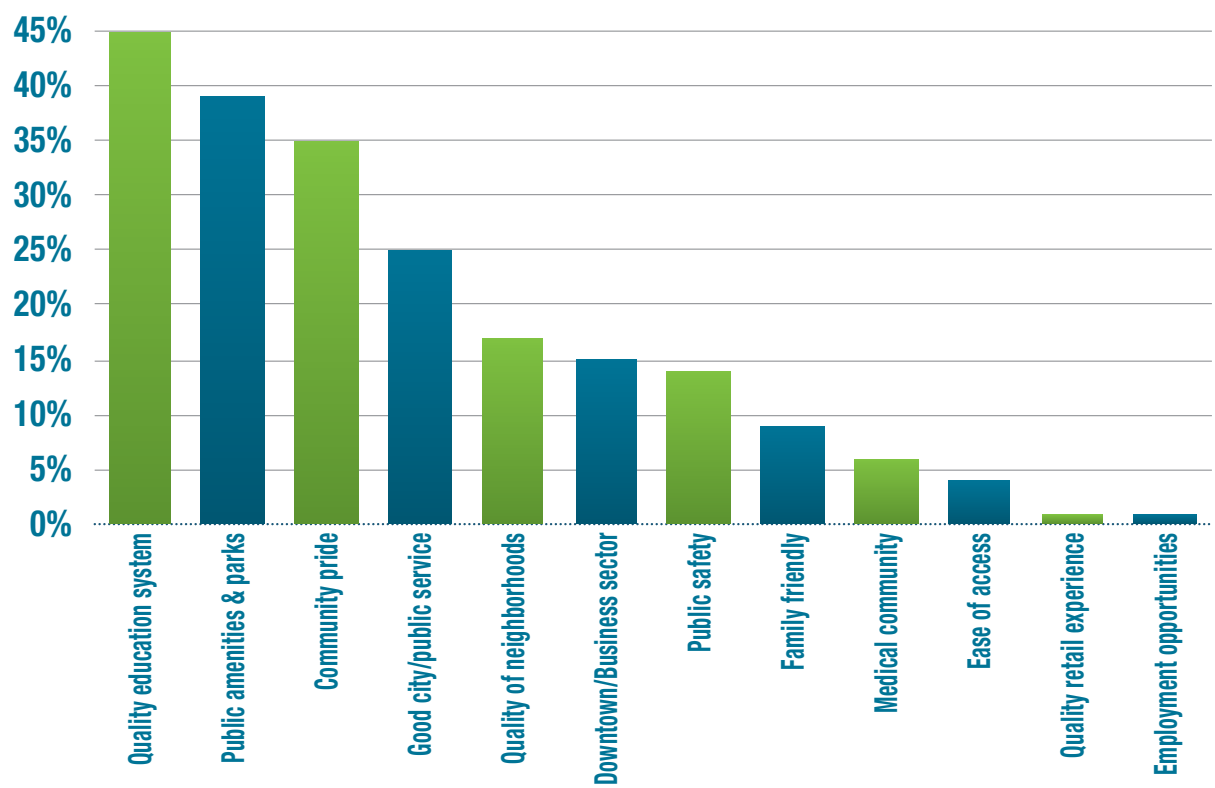
### WHAT DO YOU THINK ARE THE BIGGEST PROBLEMS AND CHALLENGES FACING EDINA IN THE NEXT 5 YEARS?



Respondents clearly considered the issue of balancing development a key issue. This included issues of changing neighborhood character and pressure for increased density. The aging infrastructure and population was also seen as an issue.



WHAT ASPECTS OF EDINA DO YOU VALUE THE MOST, AND FEEL MUST BE PRESERVED IN THE FUTURE?

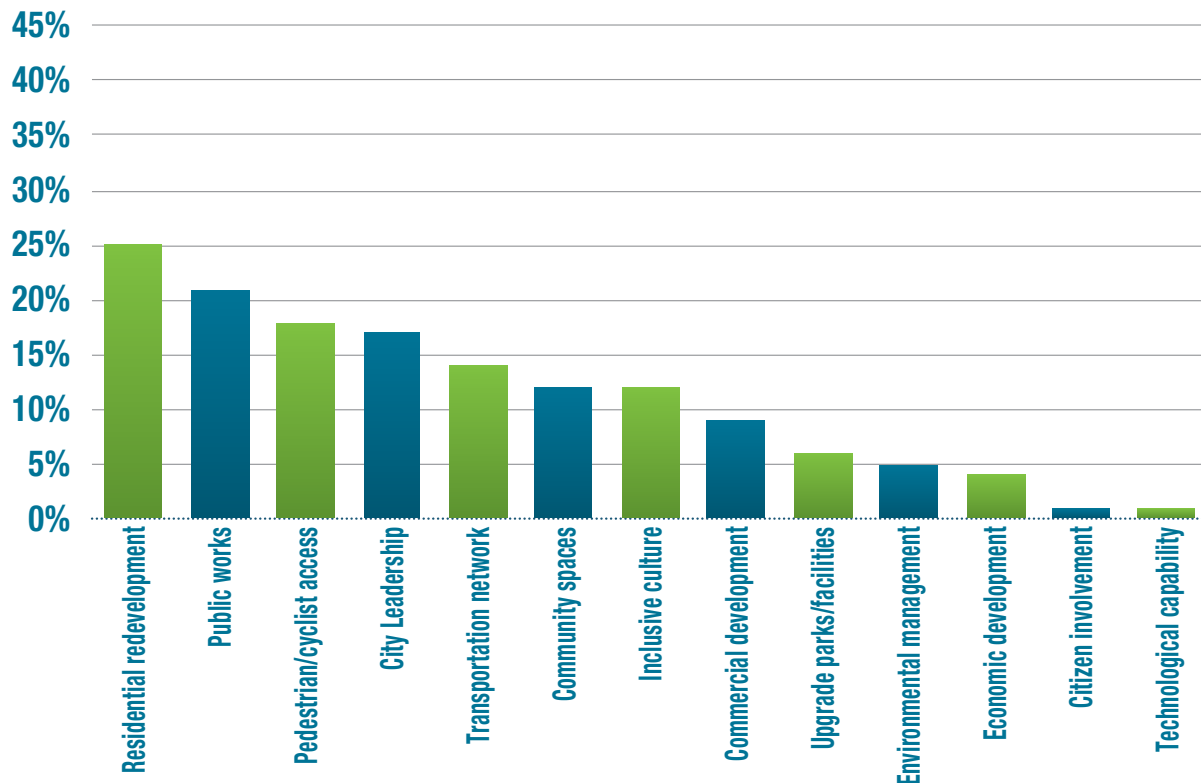


Citizens valued the high quality educational system offered by the School District, and the availability and quality of the public amenities. The streetscape and ‘feel’ of the City was recognized as an important asset for the City of Edina.





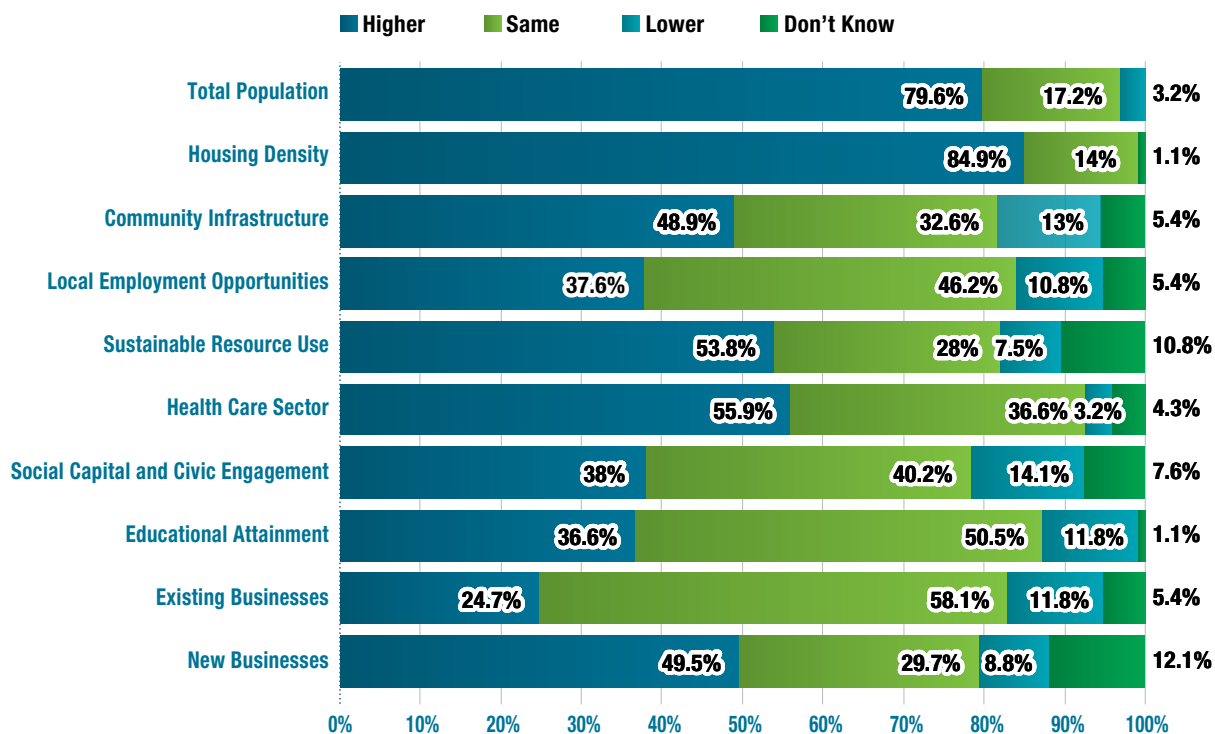
### WHAT ASPECTS OF EDINA DO YOU THINK NEED IMPROVING?



In response to this question, residents again highlighted the challenges being faced with redevelopment pressure. Finding the right balance between housing types, density and neighborhood feel has been identified as an area for improvement. This tension about balancing redevelopment, was a recurrent theme in the surveys.



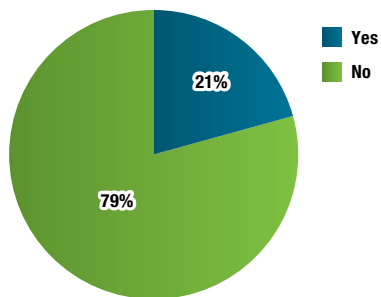
## HOW DO YOU EXPECT THE FOLLOWING ASPECTS IN EDINA TO BE IN 2030 COMPARED WITH TODAY?



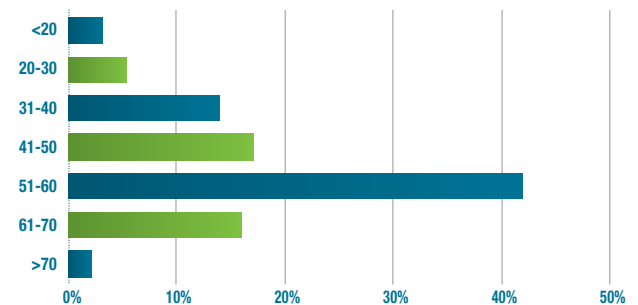


## PROFILE OF SURVEY RESPONDENTS

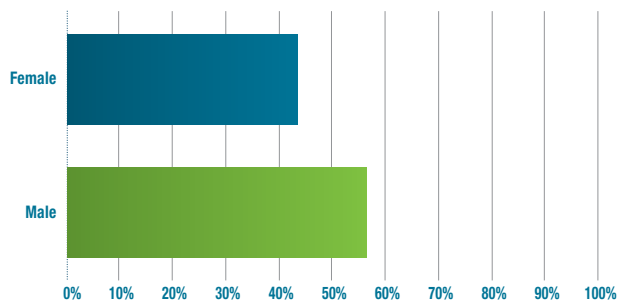
HAVE YOU PREVIOUSLY BEEN INVOLVED IN A FUTURE PLANNING PROCESS WITH THE CITY OF EDINA?



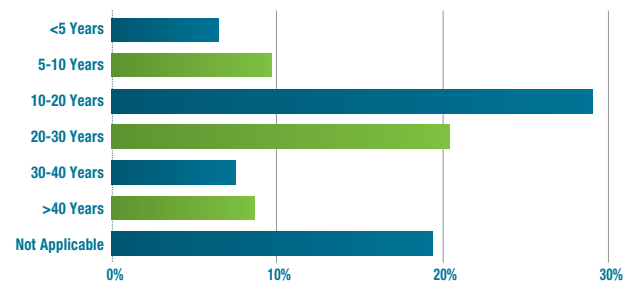
WHAT IS YOUR AGE GROUP?



WHAT IS YOUR GENDER?



HOW LONG HAVE YOU LIVED IN EDINA?





## 4. SETTING THE STAGE – SCENARIO PLANNING

The Edina City Council has identified the need to update the overarching long term vision for the City. As part of this work, the City has contracted Future iQ Partners to undertake this Vision Edina 'Think Tank' workshop. This workshop aimed to:

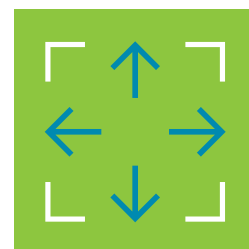
- Deepen the understanding and examination of how external events and local conditions shape decision-making;
- Identify and understand the key influences, trends, and dynamics that will shape the City over the next 20 years;
- Create and describe four plausible long-term scenarios for the City;
- Begin exploring alignment around a shared vision.

The scenarios developed during this scenario planning process and outlined in this report are important to provide a "vehicle" to be used in the process of building a shared vision for the future. In addition, the workshop deliberations can assist in identifying key actions for the City and assist in identifying how various groups might best contribute to future developments.

The scenario planning process, as applied in the City of Edina, offered an excellent opportunity for the community to examine the future in a thoughtful and structured manner. The design of the workshop included presentation and discussion about key forces shaping the future at a global, regional and local level. These exercises and work were aimed to build a robust basis for the scenario formulation.

### 4.1 SCENARIO PLANNING PROCESS

This report presents the background, results, and recommendations from the planning process. This process aimed to explore the future directions and opportunities for the city, and commence work on creating a vision for the City of Edina. People from across the city attended the workshop held on September 9th and 11th, 2014. At this workshop, participants discussed the City's future and developed plausible scenarios for the City of Edina in 2030.



Decision**Path**

SCENARIO  
PLANNING





The participants were then guided through a scenario planning process to develop four plausible scenarios for the future of the City of Edina.

The process, which is described in detail below, involves exploration and discussion of global, regional, and local trends and forces of change; identification and ranking of drivers and influences that will likely shape the future of the City; development of a scenario matrix defining four plausible scenarios spaces for the future; and the development of descriptive narratives of each scenario. The event concluded with discussion of the scenarios and their desirability in contributing to a vision of the future. An important part of the scenario planning process is that it aims not merely to develop plausible scenarios for the future, but to identify how they may be turned into tangible actions.

## 4.2 WHY SCENARIO PLANNING?

Scenario planning is a method that is used to develop plausible scenarios for the future. Scenarios are not predictions, but are a way of exploring plausible futures. The method differs from traditional strategic planning as it allows the exploration of many factors, or drivers of the future, concurrently. It does so by using local knowledge and expectations about the drivers to produce a framework that defines and explores a range of plausible futures. In this manner the approach enables people to explore the impacts and consequences of a range of different future pathways.

Often, scenario planning processes are run over several days, weeks, or even months. A condensed form of scenario planning, developed by Future iQ Partners, was used in this project so that the scenario session was completed in two days. This design is intended to allow otherwise busy and committed people to contribute and participate in a future planning process in an effective and efficient manner.

This design relies on sufficient background information being presented to enable realistic and informed evaluation by the participants. It also requires participants who are broad-minded and freethinking, and who collectively and individually can bring their experience to the identification of the key drivers and to the development of the scenarios.



## 4.3 DEVELOPING FOUR PLAUSIBLE SCENARIOS FOR THE FUTURE

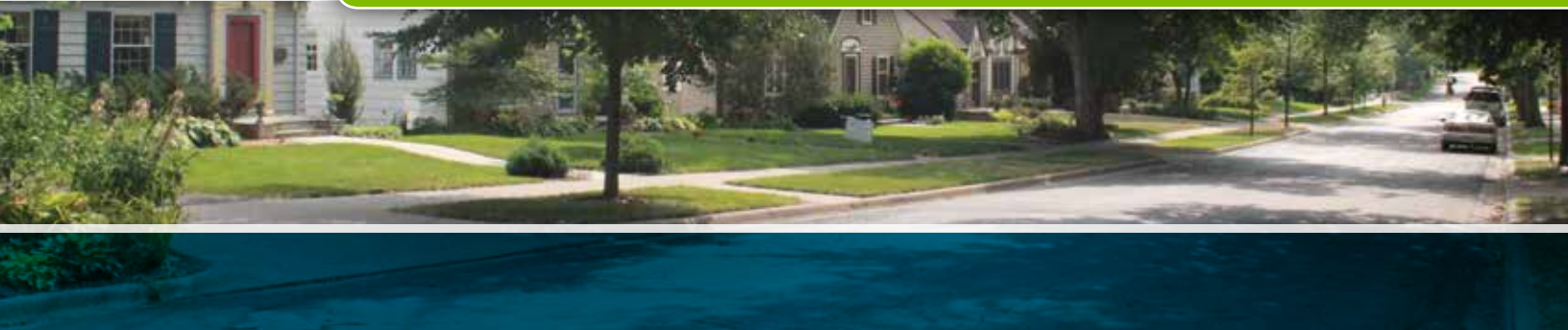
The City stakeholders explored the future and developed plausible future scenarios, looking out as far as 2030. To set the context for their thinking, the planning session included discussion of global, national, and regional forces that could impact the City. Participants reviewed and discussed these trends, considering how they could impact the future direction of the City.

## 4.4 DRIVERS SHAPING THE FUTURE

The participants identified global, regional and local drivers that they considered most likely to shape the future. The scope of each driver was clarified, and any similar drivers were grouped and new drivers added, until a list of twenty unique, key drivers were identified.

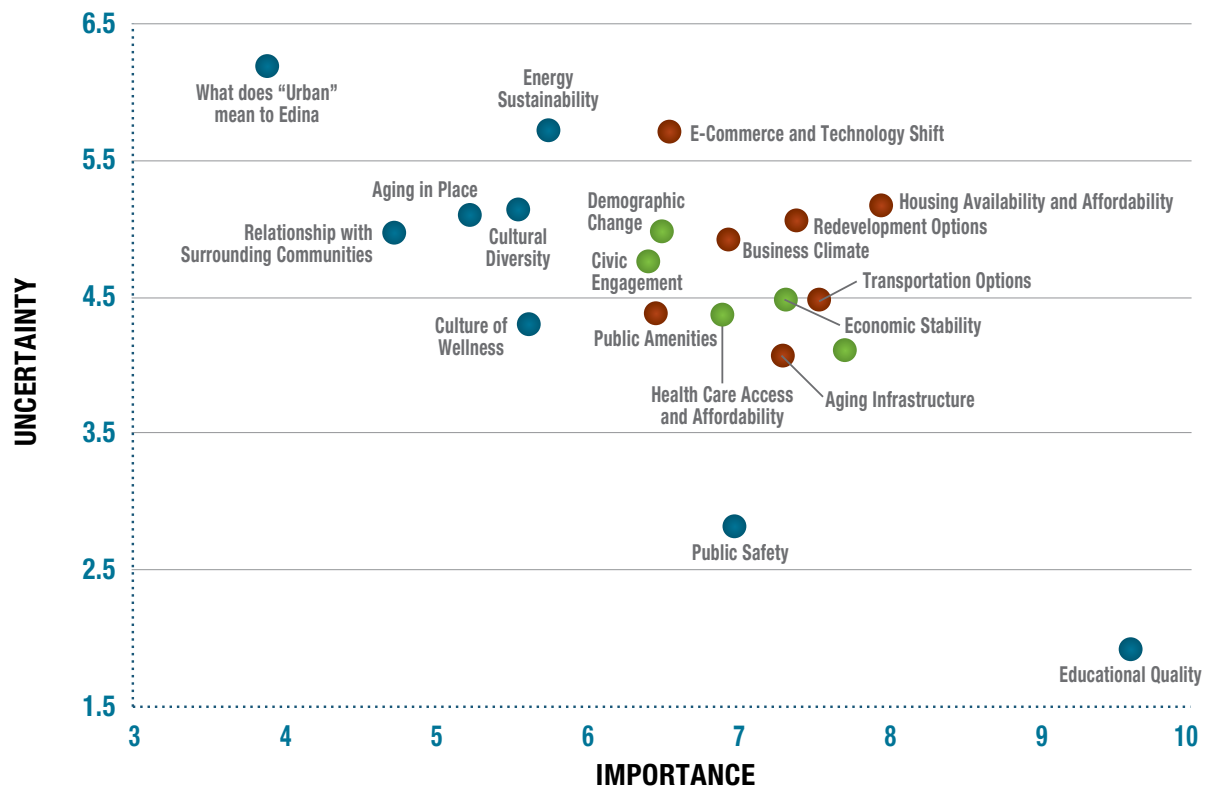
### KEY DRIVERS SHAPING THE FUTURE OF THE CITY, AS IDENTIFIED BY PARTICIPANTS

<b>1.</b> Educational Quality	<b>11.</b> Aging Infrastructure
<b>2.</b> Housing Availability and Affordability	<b>12.</b> Amenities (Quality of Life including Public Art)
<b>3.</b> Future-Focused Education	<b>13.</b> Public Safety
<b>4.</b> Redevelopment Options	<b>14.</b> Cultural Diversity
<b>5.</b> Transportation Options	<b>15.</b> Employment and Regional Business Climate
<b>6.</b> Demographic Change	<b>16.</b> Relationships and Interactions with Surrounding Communities
<b>7.</b> Energy Sustainability	<b>17.</b> What does “Urban” mean to Edina
<b>8.</b> E-Commerce and Technology Shift	<b>18.</b> Aging in Place
<b>9.</b> Health Care Access and Affordability	<b>19.</b> Economic Stability
<b>10.</b> Culture of Wellness	<b>20.</b> Civic Engagement



## 4.5 IDENTIFYING SCENARIO SHAPING CLUSTERS OF DRIVERS

The participants rated each of the twenty key drivers for its “Importance” and “Uncertainty.” “Importance” refers to how important the participant considers the driver will be in shaping the future of the City. “Uncertainty” refers to the degree of uncertainty associated with the driver in terms of its future level of uncertainty, impact, or both. The individual ratings by each participant were pooled and averaged, providing an overall rating for each driver by the entire group of stakeholders. Then, a scatter diagram of the drivers, based on importance and uncertainty, was developed. The scatter diagram allows the identification of clusters of which are relatively high in “Importance” and “Uncertainty”. This process illustrates the clusters of the drivers that were seen as critical in shaping the future – these clusters were termed “Scenario shaping clusters of drivers.”





## 4.6 CREATING SCENARIO SPACES – FOUR PLAUSIBLE SCENARIOS FOR THE FUTURE

Grouping similar drivers in two categories, then adding a name that represented a general theme linking the drivers in the clusters, identified the clusters of drivers. These themes became the basis for two axes on the scenario matrix that define four scenario ‘spaces’, with quadrants representing different ends of a continuum of each cluster of drivers. These quadrants were used to formulate four plausible scenarios.

### CLUSTER THEMES

#### BALANCING EDINA’S REDEVELOPMENT

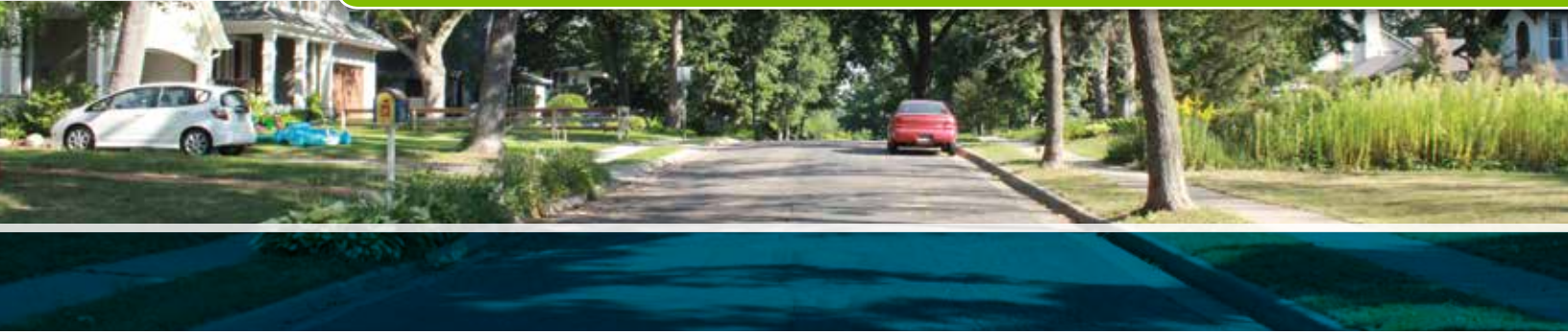
- Housing Availability and Affordability
- Redevelopment Options
- Transportation Options
- Aging Infrastructure
- E-Commerce and Technology Shift
- Public Amenities
- Employment and Regional Business Climate

#### COMMUNITY FABRIC AND CHARACTER

- Future-Focused Education
- Demographic Change
- Health Care Access and Affordability
- Economic Stability
- Civic Engagement

The four quadrants (scenario spaces) were reviewed and discussed with the participants. This discussion explored the drivers included in each scenario-shaping cluster, the scope of each cluster, and how they formed the axes that defined the four scenario spaces. The participants were asked to consider the main attributes of each of the quadrants and to begin to speculate about how the City would look in a future based on each of the quadrants.





## 4.7 CREATING NARRATIVES FOR EACH SCENARIO QUADRANT

Event participants were randomly allocated to one of four groups and asked to formulate a scenario for their respective quadrant. Each group was asked to describe the City of Edina in 2030 under the conditions of the scenario quadrant that they had been given in terms of the triple-bottom line of social, economic, and environmental characteristics.

In addition, they were asked to devise major events or headlines of how the scenario occurred using the years 2015, 2020, and 2030 and to give their scenario a descriptive name. Once the scenarios had been developed, each group reported back, describing their scenario to the workshop participants.

This allowed for clarification, questions, and an assessment of the plausibility of each scenario. The scenario description developed the groups were then used to produce the detailed narratives for each scenario, as outlined in the following section of this report.

These four scenarios paint very different plausible futures for the City. The workshop participants mostly considered them all as plausible futures, as in, they could actually happen. Narratives and descriptions of each scenario, as developed by the workshop participants, are included in the following section.

Each scenario has its subsequent consequences and impacts on the fabric of the City – impacting the economic, society and environment in different ways. No ‘one’ future is the ‘perfect’ future, as each comes with its attendant challenges and implications. The process, however, does provide a way to tease out the future scenarios and examine them from a speculative standpoint. They represent different possibilities for the future, and are not predictions.



The scenario quadrants defined by the cluster themes showing the names of each scenario as created by the participants.







## 5. DETAILED DESCRIPTIONS OF THE SCENARIOS

### 5.1 SCENARIO A – REINVENTING TRADITION – 2030

This scenario represents an effort to maintain the characteristics and fabric of the community, yet balances the City's redevelopment. The City has retained all of its favorable characteristics, yet strengthened aspects, which were weaker. The neighborhoods within Edina have improved amenities including walkways and recreation centers. Economically the City is doing very well. The robust education system and specialty medical corridor are recognized internationally for their high standards. Similarly, the City has retained its positive environmental aspects such as its green spaces, and enhanced its environmental impact with an exemplary green building code. It is an outward looking, socially responsible place to live which is highly connected, being equally responsible to the community well being as well as the development of the City.





## 5.1.1 SCENARIO A – REINVENTING TRADITION - SCENARIO CHARACTERISTICS

### **Societal Characteristics:**

- Existing neighborhoods are retained, with strengthened amenities.
- Accessible and intergenerational policies for the community.
- The neighborhoods are walkable.
- Entertainment nodes are built – such as recreation centers.

### **Economic Characteristics:**

- World class education system.
- Medical corridor internationally acclaimed.
- Multiple destination shopping experience.
- A finance and business center.

### **Environmental Characteristics:**

- Energy sustainability is widely promoted.
- Water catchment is encouraged.
- Multi-modal transport options exist.
- Green building code is exemplary.
- The city looks the same but is very innovative internally.
- Public amenities and green spaces are preserved.





### 5.1.2 SCENARIO A – REINVENTING TRADITION - HEADLINE NEWS FROM THE FUTURE

SOCIETAL
2015
MAYOR CUTS RIBBON TO NEW RECREATIONAL AND CULTURAL COMMUNITY CENTER
2020
EDINA WELCOMES THE MAYOR OF HYDERBAD, INDIA
2030
EDINA NEIGHBORHOOD WINS BEST CONNECTED AWARD
ECONOMIC
2015
EDINA HIGH SCHOOL GRADUATE SELLS APPS TO GOOGLE FOR 3MILLION DOLLARS
2020
EDINA MED TECH START UP HIRES 500 MORE
2030
EDINA TAX BASE PASSES ST. PAUL TO BECOME SECOND LARGEST
ENVIRONMENTAL
2015
LIVING STREETS IMPLEMENTATION STARTS; CITY EXTENDS PACE PROGRAM; EDINA ADOPTS GREEN BUILDING CODE FOR RESIDENTS AND COMMUNITY
2020
50TH AND FRANCE BECOMES PEDESTRIAN AS PART OF CITYWIDE PLAN; LIGHT RAIL PASSES THROUGH GRAND VIEW
2030
SOUTHDALE WINS INTERNATIONAL AWARD FOR GREEN MIXED USE COMMUNITY MODEL; EDINA GREENEST CITY IN US



## 5.2 SCENARIO B – NODES AND MODES - 2030

This scenario represents an effort to maintain and enhance the characteristics and fabric of the community, yet it also shows a City embracing urban renewal. It is represented by modernization and technological advancement. Inhabited by an increased number of younger professionals, the City is of mixed use and residential styles with a focus on life-work balance and a more diverse economy. The City is outward looking and more global in its' perspective. With greater technological connectivity, there is a strong external connection as well as a strong community spirit – with free community wi-fi and increased community gardens. The community spirit is strong, yet development has incorporated urban renewal and the changes in the City, with many young progressive and professional citizens now living here.





### 5.2.1 SCENARIO B – NODES AND MODES -SCENARIO CHARACTERISTICS

#### **Societal Characteristics:**

- There is redevelopment in Grandview, Pentagon Park and 70th and Cahill. There is conversion to residential and commercial dual use with shopping, dining and nightlife venues.
- Schools are less geographic in nature and are more curriculum-specialized.
- Parks are retooled for youth and adult purposes.
- Maintenance of current education with smaller tech schools.

#### **Economic Characteristics:**

- The industry composition and job base is more high-tech, green, incubator, and medical.
- There is a shifting tax base with a large commercial component.
- People have a greater work-life balance.
- The community is more internationally focused with more connectivity and integration.
- The workforce is younger and more global.

#### **Environmental Characteristics:**

- There are more community gardens and walking paths.
- Community Wi-Fi exists throughout the City, with an increase in technological connectivity.
- Community transit system runs throughout the City.
- An increase in diversity regarding housing types and options.
- Focus on local food with community gardens.





## 5.2.2 SCENARIO B – NODES AND MODES -HEADLINE NEWS FROM THE FUTURE

SOCIETAL	
2015	
	EDINA LAUNCHES FREE COMMUNITY WI-FI NETWORK
2020	
	EDINA COMMUNITY CONNECTOR BEGINS FREE SERVICE
2030	
	YOUNG PROFESSIONALS FIND SOUTHDAL E VILLAGE PERFECT PLACE FOR WORK AND PLAY
ECONOMIC	
2015	
	EDINA ANNOUNCES COLLABORATIVE LIVE-WORK, TECH INCUBATOR INITIATIVE
2020	
	EDINA COMPLETES 20 ACRE INTERNATIONAL LIVE – WORK CENTRE AND RECORDS 20 NEW TECH STARTUPS
2030	
	EDINA RECEIVES AWARD FOR MOST IPO'S PER CAPITA IN MIDWEST
ENVIRONMENTAL	
2015	
	MAYOR ENDORSES PLAN B – LOSES ELECTION
2020	
	CENSUS CONFIRMS GENERATION Y FASTEST GROWING DEMOGRAPHIC IN EDINA
2030	
	INSTAGRAM RELOCATES HEADQUARTERS TO EDINA





### 5.3 SCENARIO C – COMPLETE AND CONNECTED - 2030

Rather than trying to enhance the general community's fabric and character, this scenario conveys a more inward looking City, which is focused on family and close connections. It prides itself on the quality of its' education, and the quality of life. This City is socially moderate and values heritage. With an active retirement lifestyle and focus on quality of life this has become a destination suburb.

#### 5.3.1 SCENARIO C - COMPLETE AND CONNECTED -SCENARIO CHARACTERISTICS

##### **Societal Characteristics:**

- The community intentionally welcome new residents.
- Connections are nurtured.
- There are multi –use neighborhood centers to provide services to the community.
- This is a walkable and bikeable community.
- Housing is multi-generational.
- There is a residential mix.
- More community education programs.
- There are no school buses.
- Most learning is conducted online.
- Driverless cars exist in the City.
- There are gathering spaces to connect without technology.
- An increase in art galleries, bars, and restaurants across the City.
- The City has a robust education system.



### **Economic Characteristics:**

- There are more childcare options for families.
- Two career couples are very common.
- Fewer vehicles and so less vehicle use.
- A growth in walking, biking and car sharing.
- Property prices increase and property taxes are a strong income for the City.
- There is an increase in business centers.
- More brick and mortar retail, "less Southdale."
- Mixed-use dense development.
- There are more home based businesses and less retail businesses.
- More uniform technology – proficient and consistent.

### **Environmental Characteristics:**

- There is multi-family residential rezoning.
- Community gardens exist with farmer's markets and corner stores.
- New homes have a 50% on-site energy requirement.
- All services are permeable with green or white roofs.
- All houses need grey water systems.





### 5.3.2 SCENARIO C – COMPLETE AND CONNECTED - HEADLINE NEWS FROM THE FUTURE

SOCIETAL	
2015	
	EDINA EMBRACES SIDEWALKS
2020	
	EDINA LEADS IN HEALTH AND WELL BEING - FOR ALL AGE GROUPS AND ECONOMIC BACKGROUNDS – IN 5 STATE AREA
2030	
	EDINA: TECHNOLOGICAL MARVEL IN SAFETY AND TRANSPORTATION – BUT STILL CONNECTS INTERPERSONALLY
ECONOMIC	
2015	
	EDINA EMBRACES GRANNY FLATS; BIKE COMMUTERS PEDAL
2020	
	NEW BIO TECH CENTER GROWS IN PENTAGON PARK; EDINA PILOTS NEW HEALTHCARE DELIVERY SYSTEM
2030	
	EDINA COMPLETES REPURPOSE OF SOUTHDAL MALL; OLDEST MALL IS NEW
ENVIRONMENTAL	
2015	
	50TH AND FRANCE AREA ORGANIC RECYCLING CONSIDERED A SUCCESS; COMMERCIAL RECYCLING IS NOW REQUIRED
2020	
	MINNEHAHA CREEK IS DRY!; NEIGHBOURHOOD COMMUNITY GARDENS AND COMPOSTING PROGRAM TAKES OFF
2030	
	EDINA BECOMES FIRST ZERO WASTE CITY



## 5.4 SCENARIO D – EDINA TODAY EXTENDED - 2030

This scenario represents a City, which is again, more inward looking at the expense perhaps of the overall community fabric and character. It is very family focused, and is focused upon quality education and everything that the City has prided itself upon in the past. It is still a good place to live, however there is a more cautious approach to redevelopment, which is less innovative than the other scenarios. The approach to redevelopment is one of preservation and a considered but gradual redevelopment.

### 5.4.1 SCENARIO D – EDINA TODAY EXTENDED - SCENARIO CHARACTERISTICS

#### **Societal Characteristics:**

- Multi-generational families.
- Flat enrollment in schools.
- A population that works.
- Flat population growth.
- High taxes to pay for schools and infrastructure.
- Focus on the school system.
- Low crime rates.
- A strong community network.
- A close knit, small town atmosphere.
- Increased dual income households.
- A growing and older workforce.
- More people working from home.
- There is a closer proximity to arts, sporting and entertainment opportunities.





### **Economic Characteristics:**

- More high-end retail.
- More high-end residential.
- The City is becoming more of a gated community.
- Increased importing of low-wage workers.
- The model promotes higher income families and higher priced homes.
- Economic homogeneity.
- Lack of affordable housing as there is an upward spiral of property taxes.

### **Environmental Characteristics:**

- Maximizing use of under utilized land, including park land.
- Multi-generational housing.
- Increasing access to lake areas.
- Increasing social cohesion.
- Infrastructure represents risky “black hole.”
- Individual but shared transportation – car sharing.





#### 5.4.2 SCENARIO D – EDINA TODAY EXTENDED - HEADLINE NEWS FROM THE FUTURE

<b>SOCIETAL</b>
<b>2015</b>
EDINA CONTINUES TO LEAD STATE IN EDUCATION
<b>2020</b>
EDINA SEES AN INCREASE IN DUAL INCOME FAMILIES, CHALLENGING CLOSE KNIT COMMUNITY
<b>2030</b>
MORE GENERATIONAL HOUSEHOLDS THAN EVER BEFORE
<b>ECONOMIC</b>
<b>2015</b>
TEAR DOWNS CONTINUE AT RECORD PACE!
<b>2020</b>
NIEMAN MARCUS AND TIFFANY'S BUY SOUTHDALÉ
<b>2030</b>
ENTIRE HOUSING STOCK HAS BEEN REDONE; LAST HOME BUILT BEFORE 2010 TORN DOWN
<b>ENVIRONMENTAL</b>
<b>2015</b>
SUMMER OF WATER MAINS BREAKS; MORE TOWNHOUSES AND CONDOS PLANNED – SATISFIES AFFORDABLE HOUSING GOALS; FRED RICHARDS AND ARDEN PARK TO BECOME STARTER NEIGHBOURHOODS
<b>2020</b>
EDINA IS SAFEST INNER RING SUBURB; BRAEMER CLUB HOUSE BECOMES BREW PUB; DECLINE OF BASEBALL AND FOOTBALL PROMPTS BALLFIELD/PARKS DEBATE
<b>2030</b>
TAXES RAISED TO FIX INFRASTRUCTURE; TEARDOWN WAVE IN INDIAN HILLS



## 6. NEXT STEPS IN THE VISION EDINA PROCESS

Vision Edina is an opportunity for all residents to have a say, and contribute to creating the shared future vision. If you have chosen to make Edina your home, then helping shaping our future is your business!

The steps in the Vision Edina process include:

### **STEP 1 (August 2014)**

Background research on existing and future trends.

### **STEP 2 (September 2014)**

Local 'think-tank' process, to explore future options.

### **STEP 3 (October to November 2014)**

Broad-based citizen engagement community workshops.

### **STEP 4 (December 2014)**

Analysis of results and define the emerging shared vision, to be considered and adopted by the Council in early 2015.

In addition, Edina residents can participate in discussion forums, and follow the progress of the initiative via the following:

- Speak Up Edina – [www.speakupedina.org](http://www.speakupedina.org)
- City of Edina website – [www.edinamn.gov/vision](http://www.edinamn.gov/vision)



## 7. FOR MORE INFORMATION

FOR MORE INFORMATION ON FUTURE IQ PARTNERS AND THE SCENARIO  
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Create **Future Intelligence™**  
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As CEO of Future iQ Partners, David specializes in creating future planning approaches for the use in City, community and organizational settings. David has worked in the field of organizational and City economic and community planning for over 20 years. His work in community and economic development has earned his work international, national and state awards.



**Dr. Jeffrey A. Sachse – Senior Economist**

Jeffery specializes in detailed economic analysis and data interpretation. He has worked on industry clusters, City partnerships, workforce development and economic trends and indicators. He has led research and development projects in transportation, and conducted program monitoring. His has detailed local knowledge of the economic landscape in the Midwest, having worked professionally in this area for over a decade.



FOR MORE INFORMATION ON THIS REPORT AND THE VISION EDINA PROCESS, PLEASE CONTACT:



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